



# Sponsorship Benefits

## All Sponsors Will:

- be named an Official Sponsor of the 2007 Michigan State Fair
- be recognized in MSF fact sheets and press releases
- have logo on TV spots - **\$50,000 + Up Sponsors**
- have tag line on Radio spots - **\$40,000 + Up Sponsors**
- be offered a link from the MSF website
- be announced in daily\*\* thirty second (:30) public address announcements throughout the fairgrounds
- have name rotated, several times hourly, on the Michigan State Fair electronic marquee located on Woodward Avenue in front of the main entrance
- have the opportunity to display banners\*\*, in addition to prominent signage opportunities in the sponsored venue/event area\*\*
- have the opportunity to distribute promotional material and/or samples from venue/event area
- receive complimentary admission passes\*\*
- receive VIP concert tickets\*\*
- have an opportunity to use Sponsorship Tent, upon availability

**\*\* Varies according to Sponsorship level**

## Additional Opportunities:

- |   |                         |
|---|-------------------------|
| • Flexibility to create custom venue/events | • Entrances/Exits       |
| • Promote Discount Coupons                  | • Building(s) Exteriors |
| • Host Corporate Day(s)                     | • Parking Lot(s)        |
| • Hang additional banner(s)                 | • Ground Banner(s)      |
| • Band Shell Exterior Fence                 | • Street Pole Flags     |